

DHWP Health News

Your Partner in Good Health



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The Chronic & Preventable Disease Edition

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Editor : Dara Watson

Chronic Disease: An Ounce of Prevention is Worth a Pound of Cure (Dara Watson)

Chronic Disease Corner

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The first step to preventing chronic disease is understanding what it is and how it affects the lives of those living with them. Many people hear the words chronic disease thrown around in the news media but few really know what the term means or what diseases are considered chronic and that many are preventable.

According to The Center for Managing chronic disease at the University of Michigan School of Public Health, Chronic Disease is a long-lasting condition that can be controlled but not cured. Such illnesses include diabetes, asthma, cancer, cardiovascular disease, eczema, osteoporosis, obesity and arthritis to name a few. While chronic illness is mainly associated with older adults, it affects all populations worldwide. The Centers for Disease Control and Prevention (CDC) lists chronic disease as the leading cause of death and disability in the United States, accounting for 70% of all deaths in the U.S., at 1.7 million each year. Additionally the World Health Organization has found chronic disease to be

the major cause of early death around the world even in places where infectious disease are widespread. Although chronic diseases are among the most common and costly health problems, they are also among the most preventable and most can be effectively controlled. Four common, health-damaging, but changeable behaviors—tobacco use, too little physical activity, poor eating habits, and too much alcohol use—are responsible for much of the illness, disability, and premature death related to chronic diseases.

Speaking of money... Take a look at the high costs of chronic disease not only on a person's body but on their wallet as well. The CDC reports:

- * The medical care costs of people with chronic diseases account for more than 75% of the nation's \$2 trillion medical care costs.
- * Chronic diseases account for one-third of the years of potential life lost before age 65.
- * The direct and indirect costs of diabetes is \$174 billion a year.

* Each year, arthritis results in estimated medical care costs of nearly \$81 billion, and estimated total costs (medical care and lost productivity) of \$128 billion.

* The estimated direct and indirect costs associated with smoking exceed \$193 billion annually.

* In 2008, the cost of heart disease and stroke in the U.S. is projected to be \$448 billion.

* The estimated total costs of obesity was nearly \$117 billion in 2000.

* Cancer costs the nation an estimated \$89 billion annually in direct medical costs.

* Nearly \$98.6 billion is spent on dental services each year.

By making healthy life choices many people who currently do not have chronic disease can prevent it from interrupting their lives. Additionally those who are already living with chronic disease can increase their quality of life and save a lot of money and suffering by learning and

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More on the P.A.T.H to Health—

Effective self-management of Chronic Disease (Murlisa Locket)

People living with chronic health conditions face challenges everyday. They must manage their medical condition and also maintain their ability to complete simple everyday tasks most people take for granted. At the same time they often have to deal with the frustration, anger, and depression that comes along with any chronic health problem.

When facing a chronic illness it's very important to understand the condition and respond to it by becoming a skilled manager on a consistent basis. It's important to focus on nutrition, physical activity and relaxation techniques. Being successful at these simple things will make living life with a chronic condition easier.

Some of the most successful self managers are people who think of their illness a path. Like any path, it goes up and down. Sometimes it's flat and smooth. At other times the way is rough. To handle this path one has to use many strategies. Sometimes you can go fast; other times you must slow down. In all there are three crucial rules for good self management: Take care of your illness, carry out your normal activities and manage your emotional changes.

One way to help you manage a chronic illness is through the PATH program. PATH is The Stanford Chronic Disease Self—Management Program

(CDSMP). It's a six week workshop run in two and half hour sessions in community settings. The program was developed to help people build the skills they need for day to day management of chronic disease. Randomized trials with over 1,000 chronic diseases participants found program participants reported improved symptom management, better communication with doctors, higher self-worth, increased physical activity, and overall better general health compared to those who had not participated in the workshop. More studies showed that program participants spent fewer nights in the hospital and used fewer health services over a two year period compared to their status prior to the program.



Are you getting your daily five servings of fruits & veggies?

The workshop sessions are co-facilitated by trained leaders, one or both of whom are non-health professionals with a chronic disease. Subjects covered include techniques to

deal with problems such as fatigue, frustration, pain and isolation; appropriate use of medications; communicating effectively with family, friends and health professionals; nutrition; and evaluation of new treatments. Workshop size is 10-16 people. The success of the workshop is based, in large part, on participant interactivity, including problem solving, decision-making, information sharing, and support. The Stanford CDSMP employs a train the trainer model, in which master trainers are trained by core Stanford staff, and then provide leader training for agencies and organizations that are interested in delivering the program in their communities.

In Michigan. CDSMP is known as PATH, Personal Action Toward Health. In 2005, the Michigan Department of Community Health (MDCH) and the Office of Services to the Aging (OSA) partnered to build a system for coordinating, implementing, and expanding the Stanford CDSMP) in Michigan.

*An important message for caregiver of individuals living with a chronic health condition: Many times caregivers give so much of themselves that they often forget to take care of themselves. Just as a balanced diet, physical activity and relaxation are important to the person living with the chronic disease it is imperative to the caregiver as well.

Just because you have a chronic illness doesn't mean life is over. There are still chores to do, friendships to maintain, jobs to perform, and many family relationships to continue. Things that you once took for granted can become much more complicated in the face of chronic illness. You may need to learn new skills in order maintain your daily activities and to enjoy life.

To get on the P.A.T.H. in Detroit Call 313-876-0542.

Chronic Disease: — con't from page 1

practicing effective ways to manage their illness. This issue of the DHWP Health News is dedicated to helping the Detroit community gain information to help citizens reach the goals of preventing chronic and infectious disease and promoting effective chronic disease management. It's important as a community we begin to work on

prevention of disease rather than treatment of disease to save money, time and suffering. We want well-care, not sick-care. Remember: An ounce of prevention is worth a pound of cure.



Vaccine Preventable Diseases and You — (Denise Wilson)

Disease prevention is the key to public health. It is always better to prevent a disease than to treat it. Vaccines prevent disease in the people who receive them and protect those who come into contact with unvaccinated individuals. Vaccines are responsible for the control of many infectious diseases that were once common in this country, including polio, measles, diphtheria, pertussis (whooping cough), rubella (German measles), mumps, tetanus, and Haemophilus influenzae type b (Hib).

Parents are understandably concerned about the health and safety of their children and take many steps to protect them. These steps range from child-proof door latches to child safety seats. In the same way, vaccines work to protect infants, children, and adults from illnesses and death caused by infectious diseases. While the U.S. currently has record, or near record, low cases of vaccine-preventable diseases, the viruses and bacteria that cause them still exist. Even diseases that have been eliminated in this country, such as polio, are only a plane ride away.

Getting Immunized is a life-long, life-protecting job. Vaccines are not just for babies and small children.



Some adults incorrectly assume that the vaccines they received as children will protect them for the rest of their lives.

Generally this is true, except that specific immunizations you need as an adult are determined by factors such as your age, lifestyle, high-risk conditions, type and locations of travel, and previous immunizations.

Your need for immunizations does not end when you reach adulthood. In fact, the need for immunization remains just as strong as when we

were vulnerable children. As adults, we must continue to maintain our own health because we are also affecting the health of our families by teaching them how to care for themselves.

There are currently 17 diseases that are vaccine preventable. Polio, Hepatitis A, Hepatitis B, Measles, Mumps, Rubella, Diphtheria, Tetanus, Pertussis, Haemophilus Influenzae type b, Chickenpox, Influenza, Rotavirus, Shingles, Meningococcal, Human Papillomavirus, and Pneumococcal.

A vaccine helps the immune system crack the code of a certain illness but it doesn't make you sick while your

immune system fights it. When a vaccine enters the body, the immune system responds the same way it would to any germ. It is easier for the body to fight what's in the vaccine than the actual illness. After you are vaccinated, your body will remember what was injected from the vaccine, so it can recognize it later if you come in contact with the live or stronger antigen. This way vaccines help us to develop immunity and prevent the suffering of getting the actual disease.

Remember... what's in the vaccine is only strong enough to promote

the body's response to make antibodies and not enough to make you sick.

Men's Health

Partners in Crime—

Take control of your health (Men's Health Magazine)



If you have high blood pressure, health problems other than heart disease may be lying in wait. Watch

for these accomplices, even after hypertension has been cuffed:

Diabetes

Blood pressure and blood sugar often move in lockstep, because excess glucose damages your arterial walls, causing them to narrow. Have your fasting blood glucose checked to rule out diabetes.

Atrial Fibrillation

If you lower your BP but still have a large gap between the diastolic and systolic numbers, your heart may be pumping blood improperly. Atrial fibrillation (A-fib) occurs when the upper chambers of your heart aren't working in sync with the lower ones. See a cardiologist if your pressure spread is 60 points or more.

Erectile Dysfunction

If Sergeant Johnson wouldn't salute

Playboy Playmates even if you were playing a game of naked Twister, the blow to your ego is the least of your concerns. High blood pressure and cardiovascular disease narrow the blood vessels in your penis. A urologist can determine whether your BP is causing ED or if other factors are at work.

Kidney Disease

"Hypertension might be caused by a narrowing of the renal artery that supplies blood to the kidneys," says Mark Welton, M.D., an associate professor of surgery at Stanford University. When high blood pressure won't respond to treatment, your doctor can do a urine test to reveal whether kidney damage is to blame.

Sleep Apnea

Bedtime can be a cardiovascular nightmare if your breathing stops and starts in the middle of the night, as it does with sleep apnea. The best way to identify sleep apnea is with an overnight sleep study. Find a sleep lab near you.

Sexually Transmitted Infections— A guide for teens and older adults

(Courtney Martin)

Many times when we consider STD's and STI's (Sexually Transmitted Diseases and Sexually Transmitted Infections), we do not place them in a category of chronic disease; however, given the definition of chronic disease it is possible that many of the diseases and infections that are spread sexually, can become chronic in nature.

Many STD's have no signs and symptoms making it hard to diagnose and treat. For example, a woman with Chlamydia is less likely than a man to have symptoms; however, if chlamydia goes untreated for a long time a woman can develop pelvic inflammatory disease, which can cause infertility in about 20% of those women who contract this disease (Centers for disease Control and Prevention).

Not only are the facts about STD's and STI's scary, the statistics are

alarming too. There are about 25 STD's, some fatal. According to the CDC STD Surveillance Report, about 1 in 5 Americans ages 15-55 are currently infected with one or more STD's, and 12 million Americans are newly infected each year. Closer to home, Detroit's chlamydia rate is the highest in the U.S. Michigan statistics show that about 42% of Detroit's 2005 cases were in people 19 years or younger.

Not only are STD's and STIs affecting teens at an alarming rate, older adults are being affected as well.

The Journal of Sexually Transmitted Infections from England's West Midlands Health Protection Agency reported sexually transmitted disease (STD) rates had more than doubled in adults aged 45 years and older in less than a decade. It's assumed older adults would have low cases of STD; however, older adults may be less

likely to consistently use condoms due to pregnancy no longer being an issue. Given that, we need to be sure that we educate ourselves at ALL ages in order to steer clear from STDs and STIs.

SO WHAT DO WE DO?

Here are a few tips to help you stay STD free:

GET TESTED! Many people don't have signs and symptoms, which makes it easy to spread the diseases! You need to be checked regularly if you are sexually active.

USE A CONDOM EVERYTIME!

Remember, STD's are not only spread through the penis and vagina, you can also get STD's and STI's in the mouth and anus.

DON'T HAVE SEX! Abstinence is the only 100% effective way to stay safe from STDs and STIs. Everybody is NOT doing it...and you don't have to either.

If you or someone you know needs more information, testing or treatment for an STD or STI, call the Detroit Department of Health and Wellness Promotion STD Clinic at 313-876-4170.

The Lead Effect on Children's Long-Term Health — (Victoria Wiley)

Over the years childhood lead poisoning in Detroit has consistently accounted for more than 50% of the State of Michigan's total lead burden. 50% of Detroit's housing stock was built before 1958. As a result of lead hazards in residential properties built before 1978, there is a disproportionate amount of lead poisoned children. Currently, there are over 300,000 children in the U.S. who have been diagnosed as lead poisoned. This



Give your child the best start of life by getting them tested for lead poisoning

disease is the number one environmental illness in the country. Some of the sources of lead include lead based paint hazards in the form of deteriorated paint, lead in dust, lead in soil,

and lead in imported products manufactured outside the U.S.

Children are most affected as their growing bodies absorb approximately 50% of lead they inhale or ingest, while adult only absorb about 10%. Some of the long term effects of lead include permanent brain damage, reduced IQ, reading and other disabilities, behavioral disorders, impaired growth, hearing loss, and reduced attention span. Lead toxicity may result in mental retardation, coma, convulsions, and even death. The effects of lead poisoning are irreversible. Therefore, it's necessary near a child's first birthday and every year thereafter, they must have a Venous blood test. This is the only way to know if a child has been lead poisoned.

The symptoms of lead poisoning are

very similar to the symptoms of attention deficit disorder.

Hyperactivity, disorders of memory or thinking, learning disabilities, disorders of hearing and speech have often been diagnosed as ADD. Although highly controversial, studies have suggested that lead poisoning is one of the contributing factors of attention deficit disorders. Therefore, having a child tested for lead poisoning will reduce the number of children being misdiagnosed with ADD. If lead toxicity is determined, a pediatrician can administer a treatment called Chelation, which used to treat heavy metal poisoning. For more information please contact the H.O.P.E Health Education Specialist for Lead Poisoning Prevention at (313) 876-0720.

Help Me Breathe: Reducing Exposure to Asthma Triggers (Elizabeth Toomer)



Asthma is a chronic lung condition in which the airways become swollen making a person unable to breathe. People with asthma have airways that are very twitchy or sensitive. They may react to things, called, "triggers," that make asthma symptoms start. When near an asthma trigger airways may become swollen, tighten up, and produce too much mucus. This may make an asthmatic wheeze, cough, have congested itchy eyes, or a runny nose.

The main causes of asthma attacks include certain types of foods (shrimp, eggs etc.), some medicines, air

pollution, perfumes, smoke, dust, molds, and fumes. Pollen also causes attacks. Even things like aerosol, hair and deodorants sprays may cause an attack. Additionally, exercise, emotional stress, change in temperature, medications and sinus and other infections are other causes of asthma attacks of which many people are less aware. Cockroaches are the most widespread allergy source in cities; cockroach waste products and rotting bodies are strong triggers for asthma. All warm-blooded pets, including dogs, cats, birds, and rodents, can make asthma worse. The flakes or scales from the skin, hair, or feathers of

these animals and dried saliva or urine can make people start coughing, wheezing, or get itchy, watery eyes. The length of a pet's hair does not matter. There is no such thing as an allergy-free dog or cat. Protective measures can be taken to reduce contact with allergens. For example, it is necessary to remove carpets from the home especially sleeping areas, regularly wash pillowcases and sheets in hot water, keep the windows in your room closed, and see to it that the ducts and filters of your air-conditioner are kept clean. It's best to keep animals outside and wash your hands regularly.

Substance Abuse & Chronic Disease (Dr. Luke Bergman, PhD MSW)

At the health department we are increasingly aware of the important connections between mental and physical health and are encouraging community treatment providers to address the relationships between them. Perhaps nowhere is this more evident than within the substance abuse treatment population, particularly with respect to chronic illness. Among those entering

treatment in Detroit, the most frequently noted health ailments are high blood pressure, hepatitis C and diabetes, all chronic conditions which require consistent attention. For people working to overcome drug addiction, chronic illnesses are especially significant, because when handled poorly worsening symptoms might lead to a host of mental health risks, including depression and drug and/or alcohol use relapse. At the

Bureau of Substance Abuse Prevention, Treatment and Recovery, we are addressing the overlap of addiction and physical health by installing more primary care services in our treatment system, and by enhancing recovery support services which reduce stress and other health risk factors.

For help with Substance Abuse please call 1 800 467 2452

A Recipe for Healthy Living (Eve VanDalsen, RD)

The most basic ingredients for leading a healthy life are nutrition, activity, and behavior. As basic as this seems it can get confusing and overwhelming at times. Nutrition and activity often take a back seat to our hectic lives. Before long you may be faced with some potentially serious health problems. Don't worry; here are some quick reminders to help get you back on track.

1. Nutrition- It's hard to argue with a diet that is full of fruits and vegetables; proven to reduce risk of heart disease, cancer, hypertension, and

more. It is recommended that adults get 5-9 servings of fruits and veggies daily. That's around 4 cups. Fill half of your plate with veggies at meal time, (potatoes don't count!). Try for a rainbow of colors on your plate, green, orange, red, yellow.

2. Activity- 200+ minutes per week. If you're currently not exercising, start small. Walk around your neighborhood for 15 minutes each day, increasing gradually. Enjoy this time to wake up and feel gratitude for your life and health.

3. Behavior- If you smoke, QUIT! Be sure to maintain good oral hygiene by brushing and flossing daily and getting regular dental check ups. Finally, get enough (7-8 hours) sleep every night. Your body needs this time to rest and restore itself.

This basic framework can help to steer you in the right direction.

More support can always be found at the DHWP.

Weight Loss Support 313-876-4550
Smoking Cessation 313-876-4827
Dental Clinic 313-876-4164

What's New at DHWP?

WIC Project Fresh

The DHWP Women, Infants and Children (WIC) held the DHWP Project Fresh Kick-off event and Health Resource Fair on Friday July 24, 2009 in the front parking lot at the Herman Kiefer Health Complex. Project FRESH (Farm Resources Expanding and Supporting Health) is a State of Michigan initiative to encourage people to eat more fresh fruits and vegetables and to support Michigan farmers by raising awareness and using farmer's markets as an alternative source for fresh fruits and vegetables. "We decided to hold a health and resource fair in conjunction with the Project FRESH kick-off to help make access to fresh fruits and vegetables easier and to provide immunizations, lead testing and other DHWP services that many people may not know about," said Shari Smith, DHWP WIC Manager.

Project FRESH runs from June 1 to October 31, the Michigan growing season, and is open to WIC clients enrolled in the Special Supplemental Nutrition Program. Clients are given a coupon booklet with 10 \$2.00 coupons to be used to buy fresh locally grown unprepared fruits and vegetables at authorized



farmer's markets and road side stands within the Michigan state or in counties within Ohio, Indiana and Wisconsin that directly border Michigan. To participate in Project FRESH clients must first sign up for a nutrition and education class



geared towards understanding the importance of eating fruits and vegetables. Additionally, this class will teach clients how and where they can use their coupons. While July 24 is the only date for the Project FRESH Health and Resource Fair, there will be other Project FRESH dates and locations where local farmers will be present to sell fresh fruits and vegetables not only to WIC clients but to other community members who want to buy with cash.

The upcoming Project FRESH dates and locations are the following:

Wednesday August 5, 2009 at Harper Gratiot located at 9641 Harper (near Gratiot)

Monday August 10 & Wednesday August 12 at CHASS Health Center located at 5635 W. Fort (near Junction)

Thursday August 20 at the Eastern Market Michigan Select Market Day Shed 5



For more information about project FRESH or to sign up for a class call Angela Gardner at 313-876-4556.

*All pictures are from the Project Fresh Resource Fair July 24, 2009



The DHWP Health Fair Featuring the Flip Side of DHWP

The DHWP will be holding a department wide health fair and talent show on August 12, 2009 in the Picnic area (near Building 7 and the Byron St. parking lot) from 11:30am to 1:00pm. This event is open to the public and will take the place of the normal monthly DHWP Grand Rounds Learning sessions. The Grand Rounds health education learning sessions is a series of seminars designed to educate the community, DHWP staff and other community providers on emerging health issues and give updates and information related to monthly health observances.

"(This month) we wanted to hold a health fair to give staff the opportunity to display their talents as well as their services," says Sharon Quincy, DHWP Supervising Nutritionist and Grand Rounds Co-coordinator. "We provide so many services at the department that many people in the community don't know about. Many people just think of us as birth and death records and the place to come to find out about STDs. So this health fair is an opportunity for the community to come out and find out what the department has to offer."

In addition to providing DHWP health information and resources, there will also be healthy food demos, light refreshments, lead testing, WIC and Maternal and Child Health services, blood pressure and glucose checks and a DHWP staff talent show.

For more information call 876-4554.

The next Grand Rounds Learning Session will take place September 9, 2009 from 9:15 - 10:15 AM in the basement auditorium of the Herman Kiefer Health Complex and will focus on Emergency Preparedness.

DHWP Schedule of Events

August 2009

* **DHWP WIC Program** is co-sponsoring a Mother to Mother Breastfeeding Support Program picnic celebrating World Breastfeeding Month on **Friday, August 7, 2009** at Hemlock Park located at the 13300 block of Hemlock St. from **11:00 AM—3:00 PM**. Please call to reserve your spot **313-833-3297**.

* **The STD Surveillance & Intervention Program** has the following upcoming events: **August 8, 2008 from 11 AM to 3 PM** STD Surveillance will be conducting syphilis testing and education. This event will take place at Black Family Development at Wayne County Community College District Eastern Campus. Address: 5901 Conner, Detroit, MI 48213. This event is open to the public. For more information call **313-876-0442**

* **The Bureau of Substance Abuse, Prevention, Treatment & Recovery** will be taking their services and resources to the streets on **Friday August 28, 2009 from 12—4 PM** at the New Bethel Church located at 8450 Linwood St Detroit, MI 48206.

For more information please call **313-876-0769**

* **The Detroit Immunization Program** will be holding the following events in August: DHWP Annual Immunization Back to School "Healthy Living for Kids" Fair together with their partner WXYZ Channel 7 on **Sunday August 23, 2009 from 10 AM to 5 PM** at the Charles H Wright Museum of African American History located at 315 E Warren Ave. Detroit, MI 48201. Free Immunizations will be provided for children up to age 18. **The Detroit Immunization Program** evening walk-in immunization clinics are at the following times and locations: **3:00-6:30 pm Wednesdays** @ Grace Ross Health Center located at 14585 Greenfield Rd. & Northeast Health Center located at 5400 E. 7 Mile Rd., **Thursday August 13 & Tuesday August 25, 2009 from 1-5 PM** at the Herman Kiefer Pathway Center located at 1151 Taylor Rm. 154B - If you have any questions please call **313-876-4334**.

Tips for Living a Healthier Life

- * Get regular exercise. Exercise benefits every part of your life, from attitude to your cardiovascular system.
- * Eat plenty of fresh fruits and vegetables. Moderation is a key -- not just in eating, but in all facets of a healthy life.
- * Practice stress relief.
- * Don't smoke. Just as exercise helps everything, smoking hurts everything.
- * Drink in moderation -- if it all.
- * Get a regular medical check-up at least once a year
- * Get enough rest. Most people need about eight hours of sleep a night.

Public Health Prevention

Speak Up! Talking to Your Doctor About Your Health (From AARP Health)

How do you talk to your doctor? Does he or she do all the talking while you do all the listening? Are you afraid to ask questions? Do you leave the office feeling like you just sat through a foreign language class?

Your relationship with your doctor, including how well you talk with each other, affects your care. A good relationship will result in the best care. You'll also feel more confident in your doctor and the quality of care you're getting. Here are some ways to make talking to your doctor more effective:

Be Prepared

Write down all the questions you have for the doctor before your appointment and bring a pen and paper to write down answers and take notes. Bring a list of

symptoms if you're not feeling well. Bring a list of all the medicines you take. Write down the doses and how often you take them. Include vitamins and other supplements.

If possible bring your medical records or have them sent ahead of time if you're seeing the doctor for the first time.

Ask Questions

Don't be afraid to ask your doctor specific questions about your health like the following:

What is wrong with me? How do you know? What caused this problem? Must I have tests? What tests do I need and why? What do the tests involve? When will I know the test results? What are my treatment choices? What are the benefits and risks of each treatment? What are the side effects?

Speak Up

Don't be put off by big words or a doctor's impatient manner. If you don't understand what the doctor is telling you, ask him or her to explain it again. Using different words, or drawing or showing you a picture can help. Don't leave the office without understanding everything the doctor told you.

If there are issues you want to discuss that the doctor doesn't mention, raise them yourself. Don't be embarrassed or ashamed to bring up sensitive topics.

Don't Withhold Information

Speaking up also means telling your doctor everything you know about your body and health, including all your symptoms and problems. The more information you share, the better the doctor will be able to figure out what's wrong and how to treat you. Don't make the doctor guess.

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Note on Policy Advocacy — (Jaye Bond, HIPPER Division)

In challenging economic times faced by Detroit, the state of Michigan, and the nation as a whole, policy advocacy has become more important than ever! It's an essential tool to help public health workers protect and support programs and resources that promote good health. The most important part of effective advocacy is having a good strategy: a clear vision of where you are, where you want to go, and a reasonable plan of action to get there. The Office of Health Information, Planning, Policy, Evaluation and Research (HIPPER) is on hand to assist you in these efforts. Here are five key questions to help you design an effective advocacy strategy:

1). What is Your Objective? What change will actually solve the problem you are concerned about? Is the

solution you're seeking realistic and attainable?

2). Who Do You Need to Move?

Who actually has the authority to grant what you are asking for (City Council, Mayor, State Senator, Department Director, Governor, President)? Who else do you need to sway to your side as a way of influencing decision makers (the media, civic groups, parents, etc.)?

3). What Do They Need to Hear?

What advocacy message will move all those people and stakeholders in your direction? An effective message will be clear, concise and compelling; only use 2 or 3 main points aimed at the target audience; and include personal stories and a few statistics that make the message more credible.

4). Who Do They Need to Hear It From? What messengers can you

recruit who will be most persuasive?

An advocacy campaign requires a variety of messengers including people who speak from personal experiences, people who are considered authorities on the matter, and other people who may have special pull with the decision makers.

5). What Actions Will You Use to Make Your Point? Finally, what will you actually do in order to deliver your advocacy message? There are numerous options including letter-writing campaigns, telephone calls, protests, letters to the editor, newspaper articles, town hall meetings, and more. Generally, the best actions are those that require the least effort and confrontation, while still getting the job done.

If you have any questions on policy advocacy efforts please call Jaye Bond, at 313.870.0631 or email her at bondjaye@detroitmi.gov.

DHWP Nutrition Division's Hot Healthy Recipe for a Cool Summer

Mouth-Watering Oven-Fried Fish

This heart healthy dish can be made with many kinds of fish—to be enjoyed over and over.

Ingredients:

- 2 pounds fish fillets
- 1 tablespoon lemon juice, fresh
- $\frac{1}{4}$ cup fat-free or 1% buttermilk
- 2 drops hot sauce
- 1 teaspoon fresh garlic, minced
- $\frac{1}{4}$ teaspoon white pepper, ground
- $\frac{1}{4}$ teaspoon salt
- $\frac{1}{4}$ teaspoon onion powder
- $\frac{1}{2}$ cup cornflakes, crumbled, or regular bread crumbs
- 1 tablespoon vegetable oil
- 1 fresh lemon, cut in wedges



Preheat oven to 475°

Clean and rinse fish. Wipe fillets with lemon juice and pat dry. Combine milk, hot sauce, and garlic.

Combine pepper, salt, and onion powder with crumbs and place on plate.

Let fillets sit briefly in milk. Remove and coat fillets on both sides with seasoned crumbs. Let stand briefly until coating sticks to each side of fish.

Arrange on lightly oiled shallow baking dish.

Bake for 20 minutes on middle rack without turning.

Cut into 6 pieces. Serve with fresh lemon.